

# Tác động của sản phẩm hưởng thụ và thương hiệu tự thể hiện đến truyền miệng tích cực thông qua vai trò trung gian của tình yêu thương hiệu: Nghiên cứu thực nghiệm đối với nước mắt Phú Quốc Việt Nam

Nguyễn Văn Thụy

**Tóm tắt:** Nghiên cứu này phân tích tác động của sản phẩm hưởng thụ (Hedonic product) và thương hiệu tự thể hiện (Self-express brand) đến truyền miệng tích cực thông qua vai trò trung gian của tình yêu thương hiệu đối với thương hiệu nước mắt Phú Quốc – Việt Nam. Nghiên cứu thực hiện thu thập dữ liệu từ 418 khách hàng đang sử dụng nước mắt Phú Quốc tại thành phố Hồ Chí Minh. Kết quả nghiên cứu cho thấy, khi khách hàng thể hiện tình yêu thương hiệu càng nhiều thì khả năng chia sẻ về thương hiệu càng nhanh và rộng. Hai yếu tố là sản phẩm hưởng thụ và thương hiệu tự thể hiện đều ảnh hưởng tích cực đến truyền miệng tích cực. Tuy nhiên, sản phẩm đem lại giá trị hưởng thụ cao có ảnh hưởng lớn hơn đến truyền miệng tích cực so với thương hiệu tự thể hiện.

**Từ khóa:** Tình yêu thương hiệu, truyền miệng tích cực, sản phẩm hưởng thụ, thương hiệu tự thể hiện, nước mắt Phú Quốc.

**Mã phân loại JEL:** M31.

## Tài liệu tham khảo

- Aaker, D. A. (1991). *Managing Brand Equity*, The Free Press, New York, NY.
- Aaker, L. J. (1997). Dimensions of brand personality, *Journal of Marketing Research*, 34(3), 347-356.
- Ahuvia, A. C. (2005). The love prototype revisited: A qualitative exploration of contemporary folk psychology. *Working paper*.
- Albert, N., Merunka, D. & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research*. 61, 1062–1075
- Batra, R. & Ahtola, O. T. (1991), Measuring the hedonic and utilitarian sources of consumer attitudes, *Marketing letters*. 2(2), pp. 159-170
- Batra, R., Ahuvia, A. & Bagozzi, R.P. (2012). Brand love. *Journal of Marketing*, 76(2), 1-16
- Belk, R. W. (1988). Possessions and the extended self, *Journal of consumer research*, 15 (2), 139-168.
- Bentler, P. M. & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588-606.
- Berger, J. & Heath, C. (2007). Where consumers diverge from others: Identity signaling and product domains, *Journal of Consumer Research*, 34 (2), 121-134
- Bodner, R. & Prelec, D. (2003). Self-signaling and diagnostic utility in everyday decision making, *The Psychology of Economic*, 1, 106-213
- Carmines, E. G. & Mciver, J. P. (1981). Analyzing Models with Unobserved Variables: Analysis of Covariance Structures. In G. W. Bohrnstedt, & E. F. Borgatta (Eds.), *Social Measurement: Current Issues* (pp. 65-115). Beverly Hills: Sage Publications, Inc.
- Carroll, B. A. & Ahuvia, A. C. (2006). Some Antecedents and Outcomes of Brand Love, *Marketing Letters*, 17, 79–89.
- Chandon, P., Wansink, B. & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*. 64(4), 65-81.
- Daugherty, T. & Hoffman, E. (2014). EWOM and the importance of capturing consumer attention within social media. *J. Mark. Commun*, 20, 82–102.
- Davis, D. F. (2003). *The effect of brand equity in supply chain relationships*, University of Tennessee dissertation, Knoxville, TN.
- Dellarocas, C. (2003). The digitization of word of mouth: promise and challenges of online feedback mechanisms, *Management Science*, 49(10), 1417-24.
- DI-marketing (7/2015). *A study about fish sauce industry in Vietnam*, [www.di-onlineurvey.com](http://www.di-onlineurvey.com)

- Dodd, T. H., Pinkleton, B. E & Gustafson W. A. (1996). External information sources of product enthusiasts: differences between variety seekers, variety neutrals and variety avoiders. *Psychology & Marketing*, 13, 291–305.
- Fetscherin, M & Conway, M. (2013). Brand Love: Interpersonal or Parasocial Love Relationships? In Fournier, S., Breazeale, M & Fetscherin editors. *Consumer-Brand relationships: Theory and Practice*. Routledge.
- Fournier, S. & Alvarez, C. (2012). Brands as Relationship Partners: Warmth, Competence, and In-Between. *Journal of Consumer Psychology* 22(2), 177–185.
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research, *Journal of Consumer Research*, 24(4), 343-373.
- Gremler, D. D., Gwinner, K. P. & Brown, S. W. (2001). Generating positive word-of-mouth communication through customer-employee relationships. *International Journal of Service Industry Management*, 12(1), 44–59.
- Gupta, P. & Harris, J. (2010). How e-WOM recommendations influence product consideration and quality of choice: a motivation to process information perspective. *J. Bus. Res.* 63, 1041–1049.
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010). *Multivariate Data Analysis*, 7th edition Prentice Hall.
- Herr, P.M., Kardes, F. R. & Kim, J (1991). *Effects of word-of-mouth and product-attribute information on persuasion: An accessibility-diagnostics perspective*, *Journal of consumer research*, 17(4), 454–462,
- Holbrook, M. B. & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132–140.
- Holt, D. B. (1995). How Consumers Consume: A Typology of Consumption Practices, *Journal of Consumer Research*, 22(1), 1-16.
- Huber, F., Meyer, F. & Schmid, A. A. (2015). Brand love in progress – the interdependence of brand love antecedents in consideration of relationship duration, *Journal of Product & Brand Management*, 24(6), 567-579.
- Huete-Alcocer, N. (2017). *A literature review of word of mouth and electronic word of mouth: Implication for consumer behavior*. *Front. Psychol.* 8, 1256.
- Jones, M. A., Mothersbaugh, D. L. & Beatty, S. E. (1995). Switching barriers and repurchase intentions in services, *Journal of retailing*, 6 (2), 259-274
- Jones, M. A., Reynolds, K. E. & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes, *Journal of Business Research*, 59 (9), 974-981.
- Kapferer, J. N. (2012). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*, Kogan Page. London
- Katz, E. & P. F. Lazarsfeld. (1955). *Personal influence: The part played by people in the flow of mass communication*. Glencoe, IL: Free Press
- Keh, H. T., Nguyen, T. T. T. & Ng, H. P. (2007). The effects of entrepreneurial orientation and marketing information on the performance of SMEs, *Journal of business venturing*, 22 (4), 592-611
- Keller, E. (2007). Unleashing the Power of Word of Mouth: Creating Brand Advocacy to Drive Growth. *Journal of Advertising Research*, 47(4), 448–452.
- Kleine, R. E., Kleine, S. S. & Kernan, J. B. (1993). Mundane consumption and the self: A social-identity perspective, *Journal of consumer psychology*, 2(3), 209-235.
- Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation and Control*, 10th ed., Upper Saddle River, Prentice Hall, Englewood Cliffs, NJ.
- Lee & ctg, 2011
- Lee, D., Park, J. Y., Kim, J., Kim, J. & Moon, J. (2011). *Understanding music sharing behavior on social network services*. *Online Information review*. 35(5), 716-733
- Litvin, S. W., Goldsmith, R. E. & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tour.Manage.* 29, 458–468.
- Livingstone, S. (2006). The Influence of Personal Influence on the Study of Audiences. *The ANNALS of the American Academy of Political and Social Science*, 608(1), 233–250.
- Loureiro, S. M. C, Kaufmann, H. R. & Estrela, R. (2011). The influence of brand image and brand satisfaction on Wine love and loyalty. In Vrontis, Weber, Kaufmann, Tarba & Tsoukatos editors.

*Business Research Challenges in a Turbulent Era*, Annual EuroMed Conference of the EuroMed Academy of Business 4<sup>th</sup>, EuroMed Press, 11520-1164.

Norusis, M. P. (1993). *SPSS for Windows. Base System*. Chicago: SPSS Inc.

Nunnally, J. C. (1978) *Psychometric theory*. 2nd Edition, McGraw-Hill, New York.

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63 (Special Issue), 33–44.

Ortiz, M. H. & Harrison, M. P. (2011). Crazy Little Thing Called Love: A Consumer-Retailer Relationship. *Journal of marketing development and competitiveness*, 5 (3), 68 - 80

Reza Jalilvand, M. & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*, 30(4), 460–476.

Sanchez, B. N., Budtz-Jorgensen, E., Ryan, L. M. & Hu, H. (2005). Structural equation models: a review with applications to environmental epidemiology. *Journal of American Statistical Association*, 100(472), 1443 - 1455.

Steenkamp J.-B. E. M. & Van Trijp, H. C. M. (1991). The use of Lisrel in validating marketing constructs. *Int J Res Mark*, 8(4), 283–99.

Steiger, J. (1990). Tests for comparing elements of a correlation matrix. *Psychological Bulletin*, (87), 245-251.

Thomson, M., MacInnis, D. J. & Park, C. W. (2005). The ties that bind: measuring the strength of consumer's emotional attachment to brands. *Journal of Consumer Psychology*, 15, 77–91.

Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes, *Journal of marketing research*. 24 (3), 258-27.